



COMMUNITY RELATIONS

(Marketing and PR)



How We Got Here

- Both part-time positions were originally housed in the Community Services Department
 - *Newsletter*
 - *Marketing and Special Events*
- Both positions were brought into the Executive Department in 2011 so that they could focus on broader organizational needs; roles expanded to include:
 - *Social media*
 - *Website*
 - *Branding (We've Got it Made campaign)*
 - *E-newsletter and bulk email marketing*
 - *Economic development efforts (Local First, business spotlights, etc.)*
 - *Brochures and marketing pieces for other departments*
 - *Employee newsletter*
 - *Fundraising*
 - *Expansion of special events*
 - *Videography*
- Adjusting to needs over time; absorbing new responsibilities with same resources

Survey: How are we doing now?

	Insufficient	Sufficient	More than necessary (i.e. we should scale back)	No opinion	Total
Social media: Facebook	50.00% 3	50.00% 3	0.00% 0	0.00% 0	6
Social media: Twitter	33.33% 2	0.00% 0	0.00% 0	66.67% 4	6
Social media: YouTube	33.33% 2	0.00% 0	0.00% 0	66.67% 4	6
Social media: Pinterest	16.67% 1	0.00% 0	0.00% 0	83.33% 5	6
Social media: Instagram	33.33% 2	0.00% 0	0.00% 0	66.67% 4	6
Website (clearfieldcity.org)	50.00% 3	50.00% 3	0.00% 0	0.00% 0	6
City E-newsletter	33.33% 2	66.67% 4	0.00% 0	0.00% 0	6
Marketing of Recreation and Aquatics	50.00% 3	50.00% 3	0.00% 0	0.00% 0	6
Marketing of general City efforts, issues, and events (e.g. personnel recruitment, meeting notices, open houses, etc.)	66.67% 4	33.33% 2	0.00% 0	0.00% 0	6
Graphic design - creation of electronic and print images, infographics, etc.	33.33% 2	50.00% 3	0.00% 0	16.67% 1	6
Fundraising / sponsorship solicitation	83.33% 5	0.00% 0	0.00% 0	16.67% 1	6
4th of July celebration - planning, coordination, execution	33.33% 2	50.00% 3	16.67% 1	0.00% 0	6
PIO (Public Information Officer) - media contact, emergency communications, press releases	16.67% 1	83.33% 5	0.00% 0	0.00% 0	6
Community promotion - business spotlights, Local First	16.67% 1	83.33% 5	0.00% 0	0.00% 0	6
Communicating Council and Planning Commission actions to the public	16.67% 1	83.33% 5	0.00% 0	0.00% 0	6

#	Comments:	Date
1	I have a hard time with only two selections. I would like to have something like, "We are doing OK but could do better. We need to think about it better and come up with other options." I'm not convinced that all the social media stuff is worth the effort.	8/6/2016 5:31 PM
2	We put the info out. As we have discussed, it is the residents finding the info, now that we no longer have the hard copy. Maybe sending out a mailer in their bill letting them know the different ways we now communicate to them. Asking them for their emails if they aren't receiving one yet. Last night after nat'l night out, many comments about what is happening.. It wasn't received by our social media in time by many.	8/3/2016 11:51 AM

Survey: What are the three most important functions?

Social Media

- Build a community across social and web platforms with specific goals for each platform
- Keeping up on all the social things coming up in a timely manner
- Social media presence
- Rapid, video-based communications for city events (emergency and PR)

Marketing

- Marketing of City events / services
- Design and develop communications media (the stuff that goes out)
- Educate and get in front of events
- Marketing of City efforts

Reporting / Transparency

- Communicating Council and Planning Commission actions to the public
- Communicating actions to the public
- Resident contact for the City

Survey: Most important functions (cont.)

Formal Plan

- Evaluate communications methods and develop a Communications Plan
- Identify effectiveness of communications and make necessary changes

Promote Community

- Business contact for City and residents. New businesses, but local, promos, etc.
- Community promotions

Other

- PIO
- Fundraising / sponsorships
- Website enhancement

Survey: Can any functions be discontinued?

Q3 Are there any functions that you feel we should discontinue, in order to free up time for the most important functions?

Answered: 6 Skipped: 0

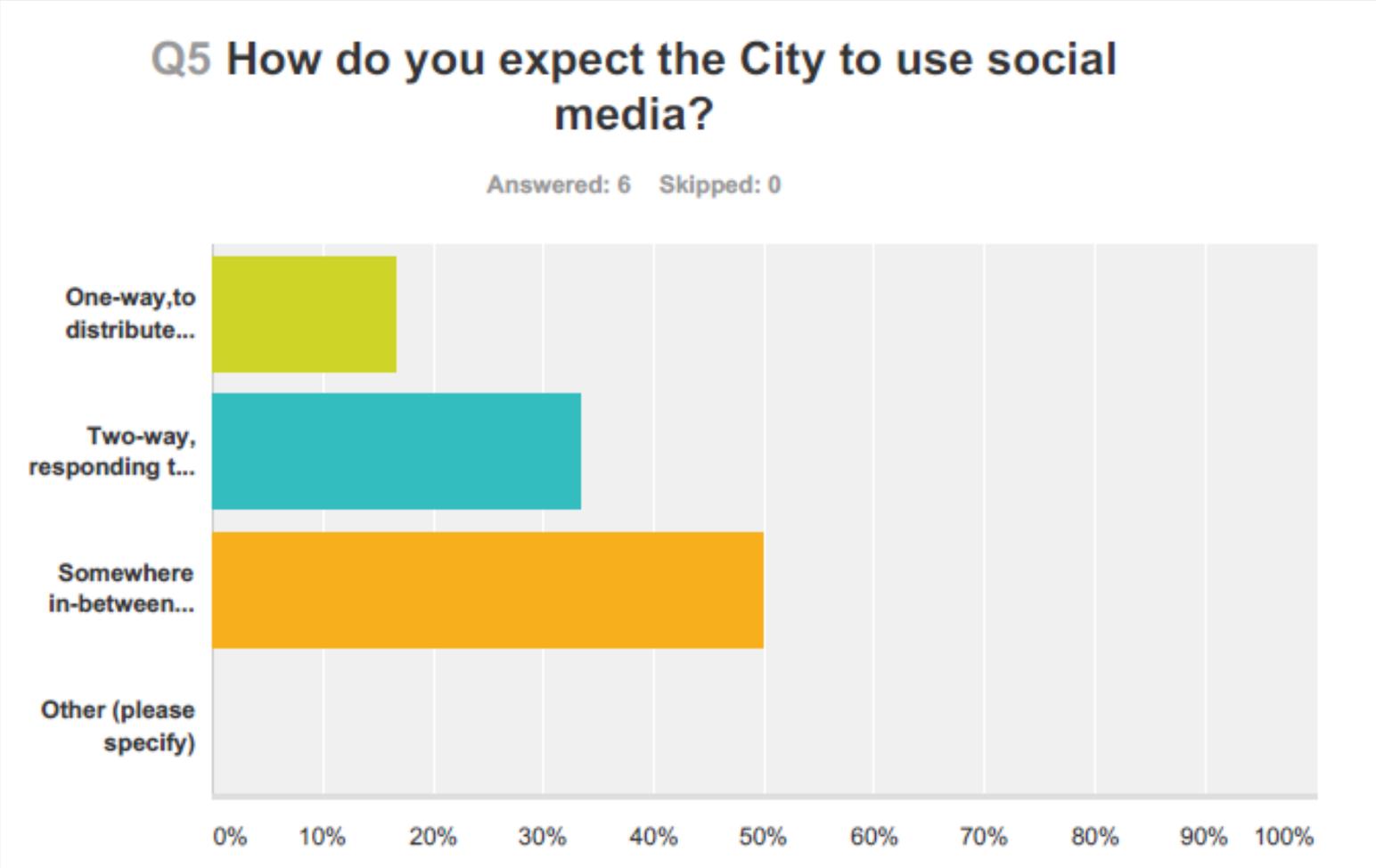
#	Responses	Date
1	Fourth of July planning	8/9/2016 6:47 PM
2	Some events, like the 4th of July, seem to be adequately addressed without further action on our part. I'm not sure if discontinuing action is needed, but perhaps enhancing its use or usefulness. Improvement of processes and mechanisms could result in reduction of effort.	8/6/2016 5:31 PM
3	No	8/4/2016 9:11 PM
4	I believe community relations is key. We need to do more to get contacts- emails Twitter etc. so they have more than one opportunity to receive the info. I don't know what all their functions are so to say one is better than another, I can't. But over time we'll be able to get more emails etc to get things out in a timely manor. Though some may see it as propaganda, most appreciate the contact.	8/3/2016 11:51 AM
5	I don't know how much time is spent on each of these things, so it is hard to say.	8/2/2016 11:47 AM
6	* Full spread, monthly newsletter (move to small, on-going releases) * Full video production on DSLR with time-intensive editing and production (move to mobile-based, quick-turn video)	8/1/2016 7:13 PM

Survey: Social media monitoring

Answer Choices	Responses	
Constantly, around the clock, 24/7	0.00%	0
Constantly, from early morning into the late evening (but not overnight)	16.67%	1
Constantly, during business hours	0.00%	0
At periodic intervals throughout the day (but not overnight)	50.00%	3
Other (please specify)	33.33%	2
Total		6

#	Other (please specify)	Date
1	I don't want to waste time. Periodically is sufficient. Staff has other things that are more important than stare at FB to make a comment.	8/3/2016 11:59 AM
2	Early morning to later evening except in an emergency situation. Then throughout the night as needed.	8/1/2016 7:19 PM

Survey: How to use social media?



Survey: Social media updates during a major event

Answer Choices	Responses
In live time, without delay (i.e. a play-by-play of the event)	16.67% 1
On a scheduled basis (e.g. on the hour or half-hour, or less frequently, as warranted by the situation)	83.33% 5
On a limited basis, allowing the news media and public to generate most of the content organically	0.00% 0
Total	6

#	Comments:	Date
1	Not necessarily in real time, but in near-real time. Follow the pattern of Nibley, that did a presentation on this at the League meeting. The response needs to be coordinated and authenticated but quick and accurate.	8/6/2016 5:33 PM
2	At FEMA last year they stressed getting info out regularly. Don't make them wait because that's when tumors start and more tragedy begins. They gave examples of situations that got worse because people weren't getting info.	8/3/2016 11:59 AM
3	It will vary by event, but a mix of live and regularly scheduled would be ideal. Relying solely on organic leaves too much to chance. We'll have a better chance of organic shares and reach if we can "start the fire" and then let it spread naturally.	8/1/2016 7:19 PM

How We Get to Where We Need to Be

- Council's expectation is that we up our game in those areas that are most important (social media, marketing, reporting/transparency)
- From the two PT positions:
 - *Make one full-time, focusing on the most important functions*
 - New title: Communications Coordinator?
 - Exempt position, provided with necessary resources to do the job right (phone, laptop, etc.)
 - *Send the other part-time position to Community Services*
 - New title: Marketing Specialist/Events Coordinator?
 - Will coordinate 4th of July and handle all marketing for Recreation and Aquatics
- This change would have a budget impact (wages and benefits), and would require a budget amendment

Survey: What qualifications are most important when looking to fill the position?

- Marketing experience and expertise (5)
- Social media experience and expertise (5)
- Personality (5)
- Public sector experience (3)
- Planning, organization, and vision (2)
- Well-spoken / English language (2)
- Other:
 - *Videography*
 - *Website administration*
 - *Adaptability*